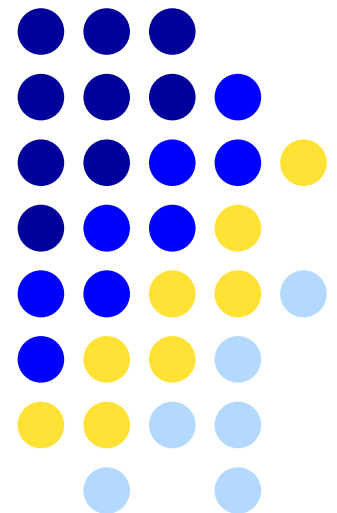


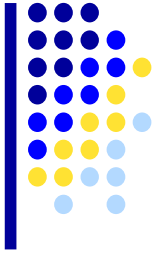
2007 Rockville Citizen Survey

Presentation of Results
May 2007



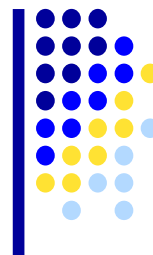
Presented by:





Purposes

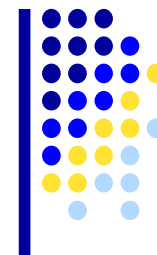
- To rate residents' satisfaction with:
 - quality of life in Rockville
 - community amenities
 - local government services
- Provide feedback to government on various issues facing the community
- 4th survey of biennial surveys begun in 2001
- Used to measure the City's performance over time
- Only feedback mechanism that represents the entire population



Methods

- Surveyed January 2007
- 1,262 completed surveys received
- Rockville citizens participated at a response rate of 44%, higher than the 2005 response rate of 38%
- The 95% confidence interval is 3.0 percentage points
- The survey was conducted in six languages: English, Spanish, Chinese, Vietnamese, Korean and Russian

Rockville Community and Services Highly Rated

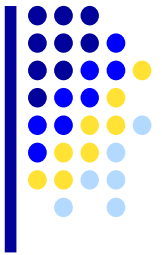


43 of 57 categories compared
rated above the national norm,
including overall quality of life
and sense of community

Police services and crime
prevention were among
those rated similar to the
national norm

Safety and ease of
pedestrian travel were
rated below the norm

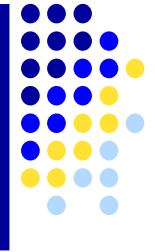
Rockville Compared to the Nation



Rated Above the Norm

- Sense of community
- Overall quality of life
- Openness and acceptance of people of diverse backgrounds
- Overall quality of your neighborhood
- Rockville as a place to raise children
- Pleased with overall direction of City government
- Government welcomes citizen involvement
- Good value for government taxes I pay
- Knowledge
- Courtesy
- Responsiveness
- Follow-up
- Overall customer service
- Rockville Channel programming
- City of Rockville's Web site
- Residential property maintenance
- Commercial property maintenance
- Enforcement of traffic laws
- Overall appearance of Rockville
- Quality of new residential development
- Quality of new commercial development
- Building permit process
- Ease of travel by transit
- Ease of travel by car
- Water and sewer services
- Streets
- Sidewalks
- Tap water quality
- Refuse collection
- Recycling services
- Leaf pick-up
- Street repairs and maintenance
- Snow and ice removal
- Street sweeping
- Recreational programs
- Recreation centers
- Athletic fields
- Playgrounds
- Range of activities available in parks, recreation centers and facilities
- Rockville Senior Center programs and services
- Services to youth
- Opportunities to attend cultural or arts events
- Appearance of City buildings

Rockville Compared to the Nation



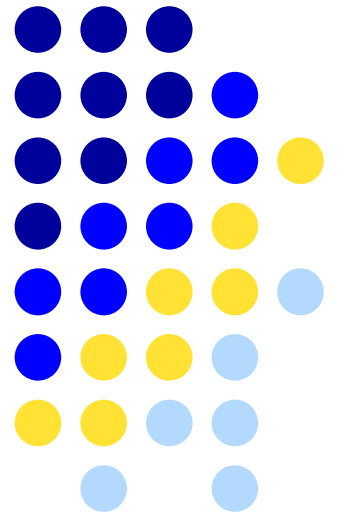
Rated Similar to the Norm

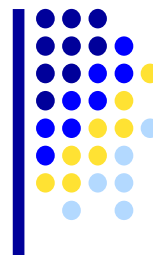
- Crime prevention efforts
- Overall police services
- Park grounds
- Paths
- Street lighting

Rated Below the Norm

- Rockville as a place to retire
- Access to affordable quality housing
- Walking alone in neighborhood during the day
- Walking alone in neighborhood after dark
- Walking alone in business areas during the day
- Walking alone in business areas after dark
- Safety of parks, recreation centers and facilities
- Ease of travel by bicycle
- Ease of travel by walking

A Distinctive Place



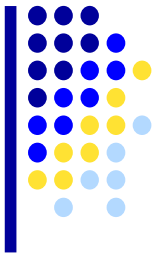


A Distinctive Place: Successes

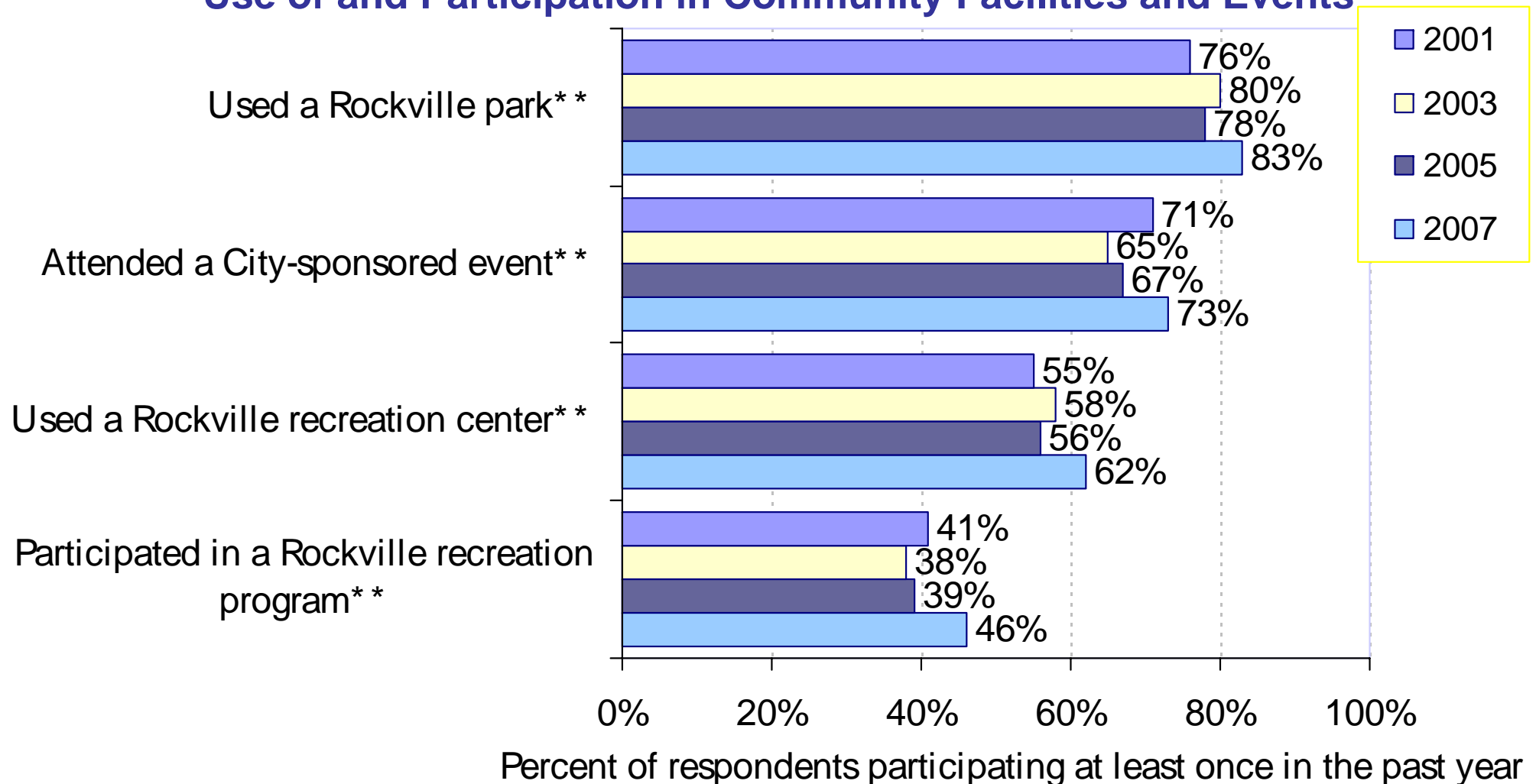
- Strong connection to community
- Community characteristics above the norm
- Greater participation since 2005

“I am proud to live in Rockville. Think the city does a very good job, overall.”

A Distinctive Place: Successes

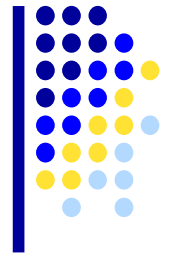


Use of and Participation in Community Facilities and Events

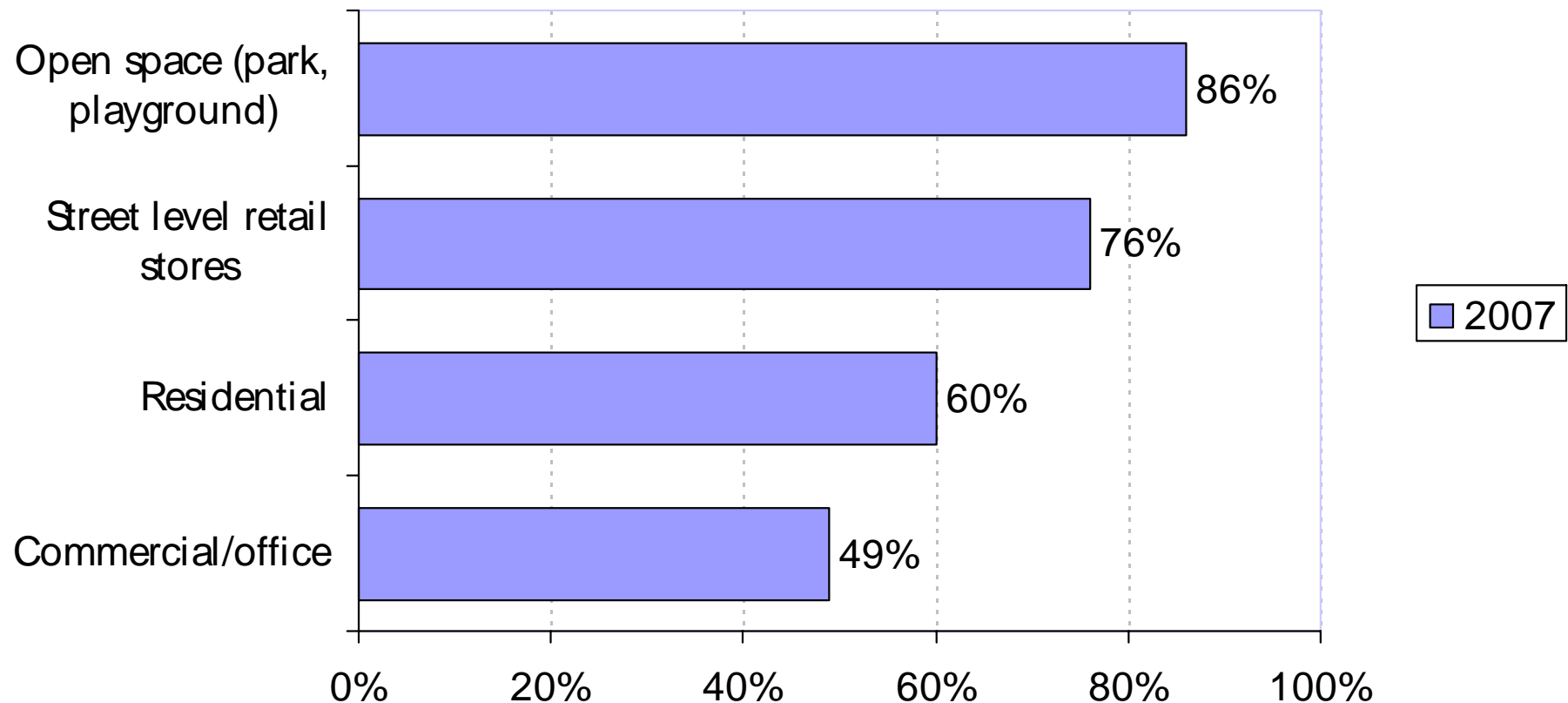


***Differences between 2007 and 2005 are statistically significant*

A Distinctive Place: Challenges

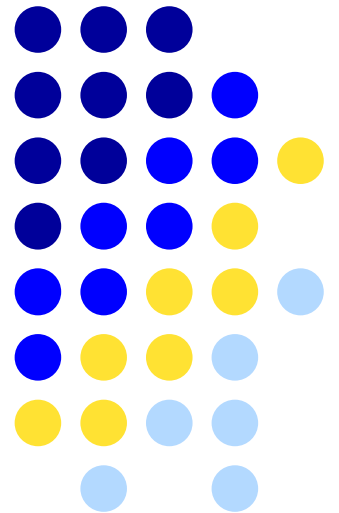


Importance of Future Redevelopment

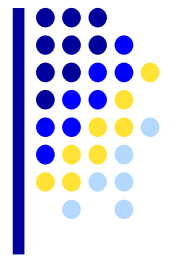


Percent of respondents who said "essential" or "very important"

A City Of Neighborhoods



A City of Neighborhoods: Successes

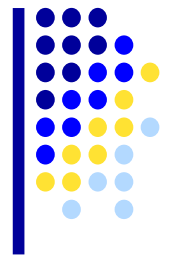


- Most ratings above the norm
 - Quality of neighborhood
 - Place to raise children
- Relatively few “major” problems

“We are very pleased with the development of town center. We would like it to be pedestrian friendly with more green space and a real small town feel.”

“The City of Rockville is a wonderful place to raise a family and live.”

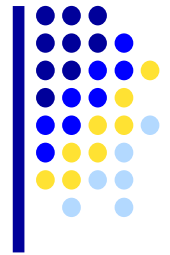
A City of Neighborhoods: Challenges



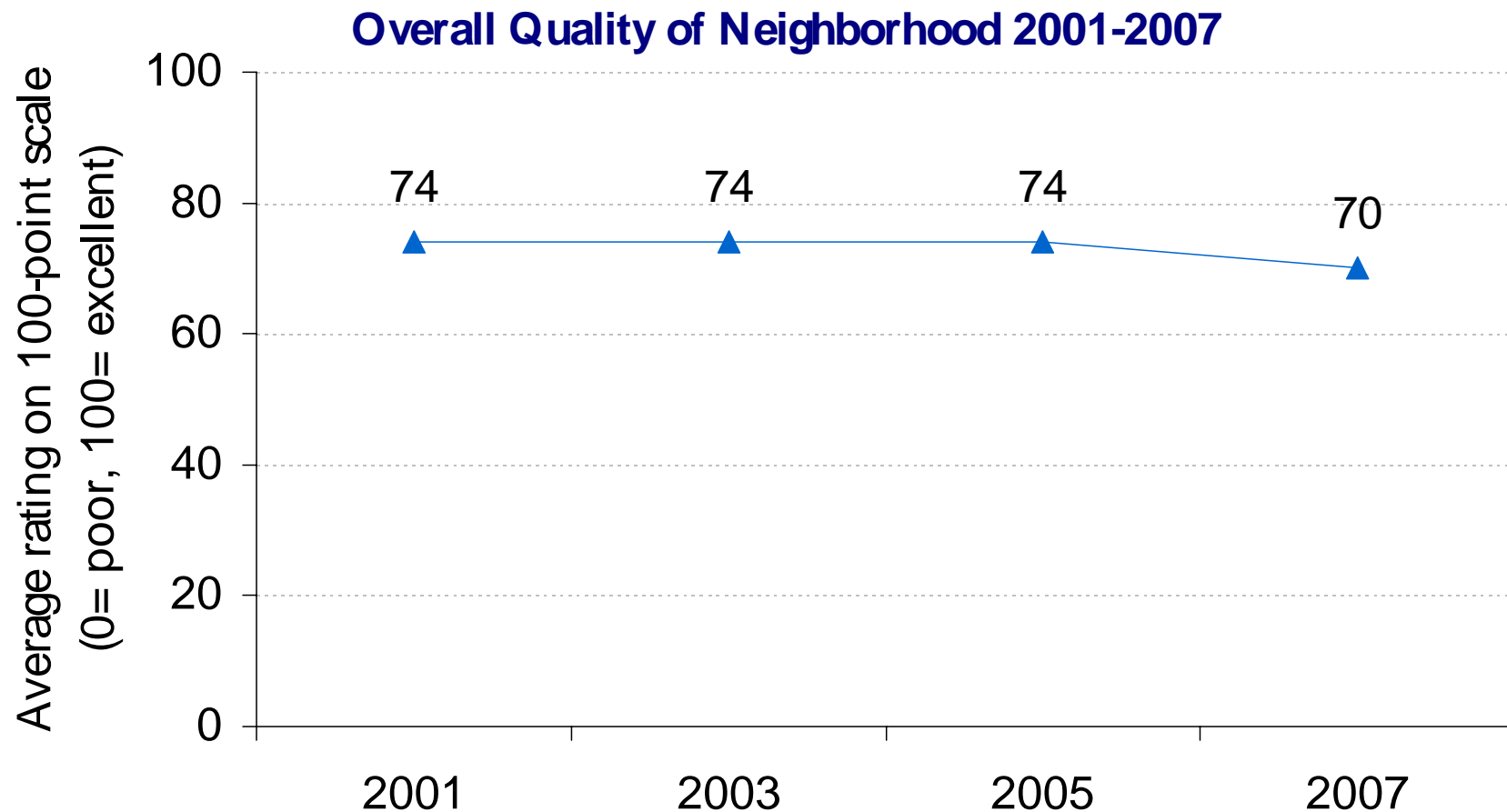
- Traffic remained the most significant problem
- Park and recreation center safety very important but quality declined slightly
- Affordable housing high importance, but below the norm in performance

“Open space and parks are essential for a feeling of community; accessible parking allows families to access activities; affordable housing attracts families.”

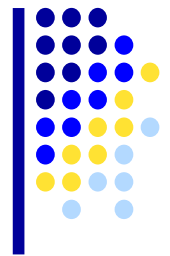
A City of Neighborhoods: Challenges



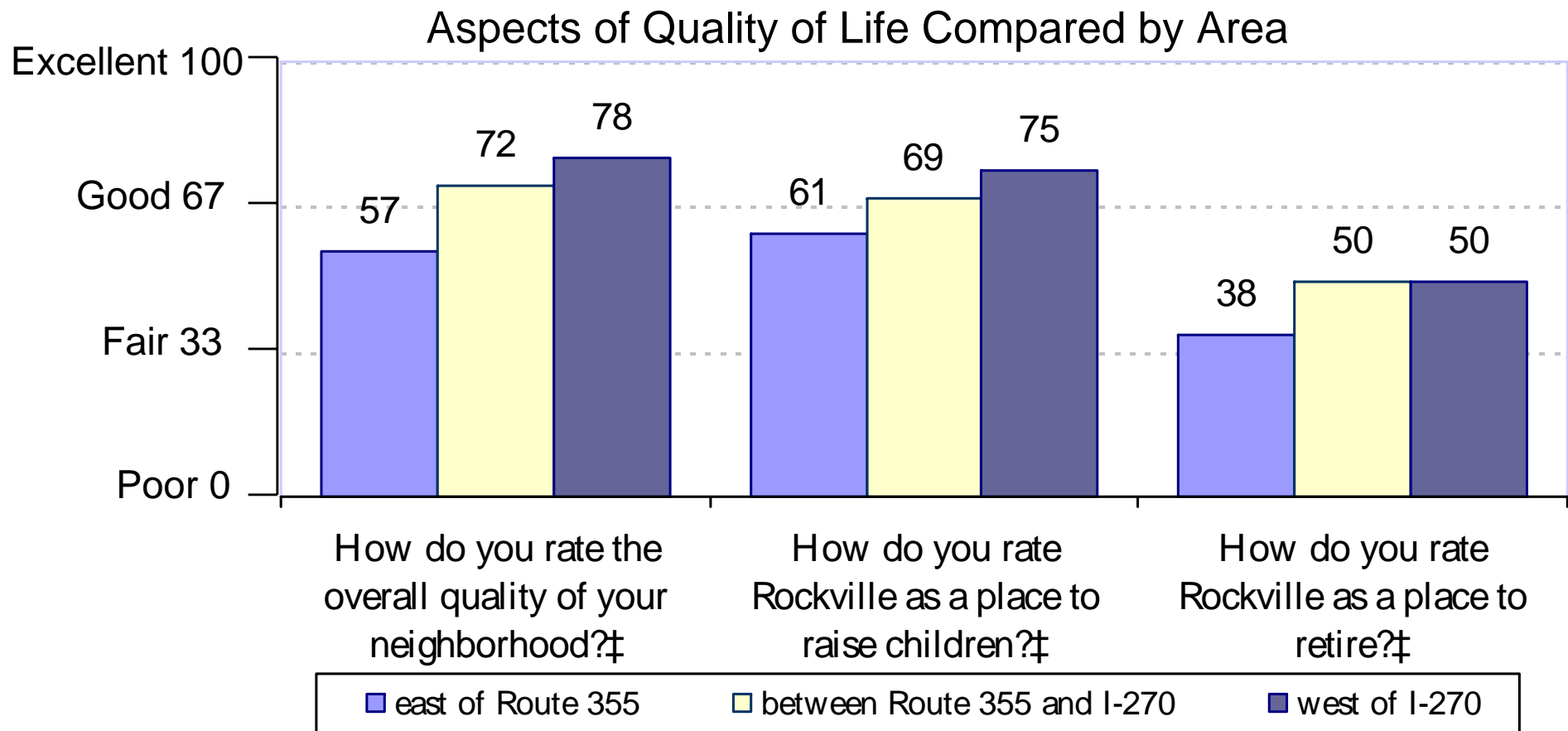
- Overall neighborhood quality showed a decline



A City of Neighborhoods: Challenges

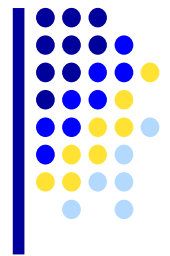


- Residents east of Route 355 gave lower ratings than those in other areas of the city

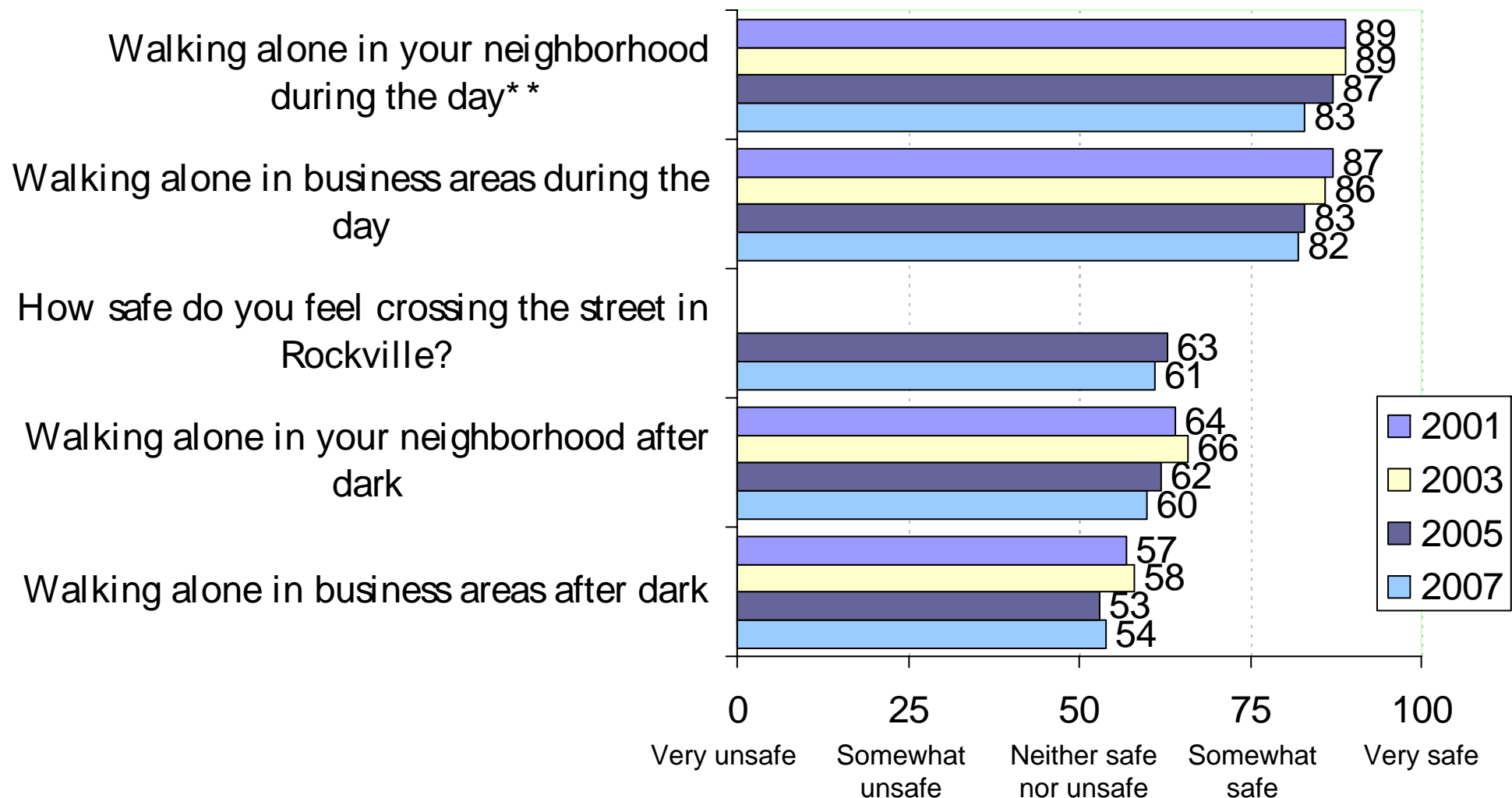


[‡]Denotes a significant difference between responses given by residents in living in different areas of the city

A City of Neighborhoods: Challenges

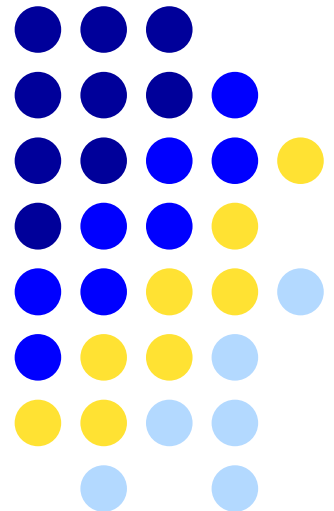


Safety Ratings Compared to Previous Years

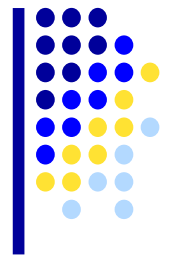


***Differences between 2007 and 2005 are statistically significant*

Communication and Engagement



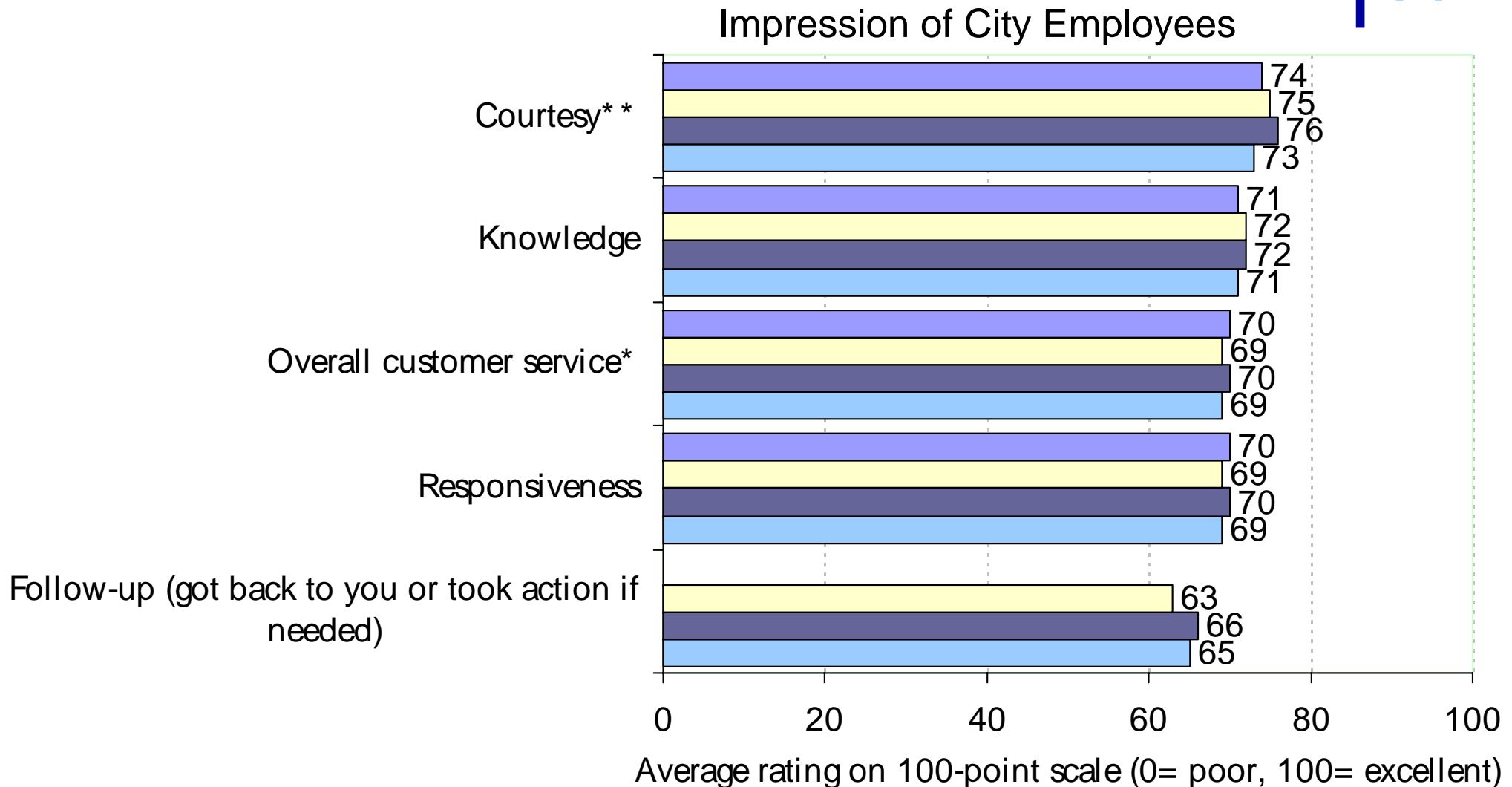
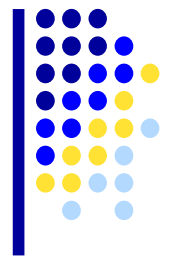
Communication and Engagement: Successes



- City employee ratings were all above the norm
- Visits to Web site up
- High trust in Rockville government

“I think that the mayor and council are doing an excellent job and have the best interest of Rockville and its citizens at heart. Most importantly they listen to us.”

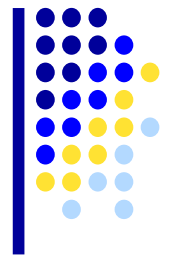
Communication and Engagement: Successes



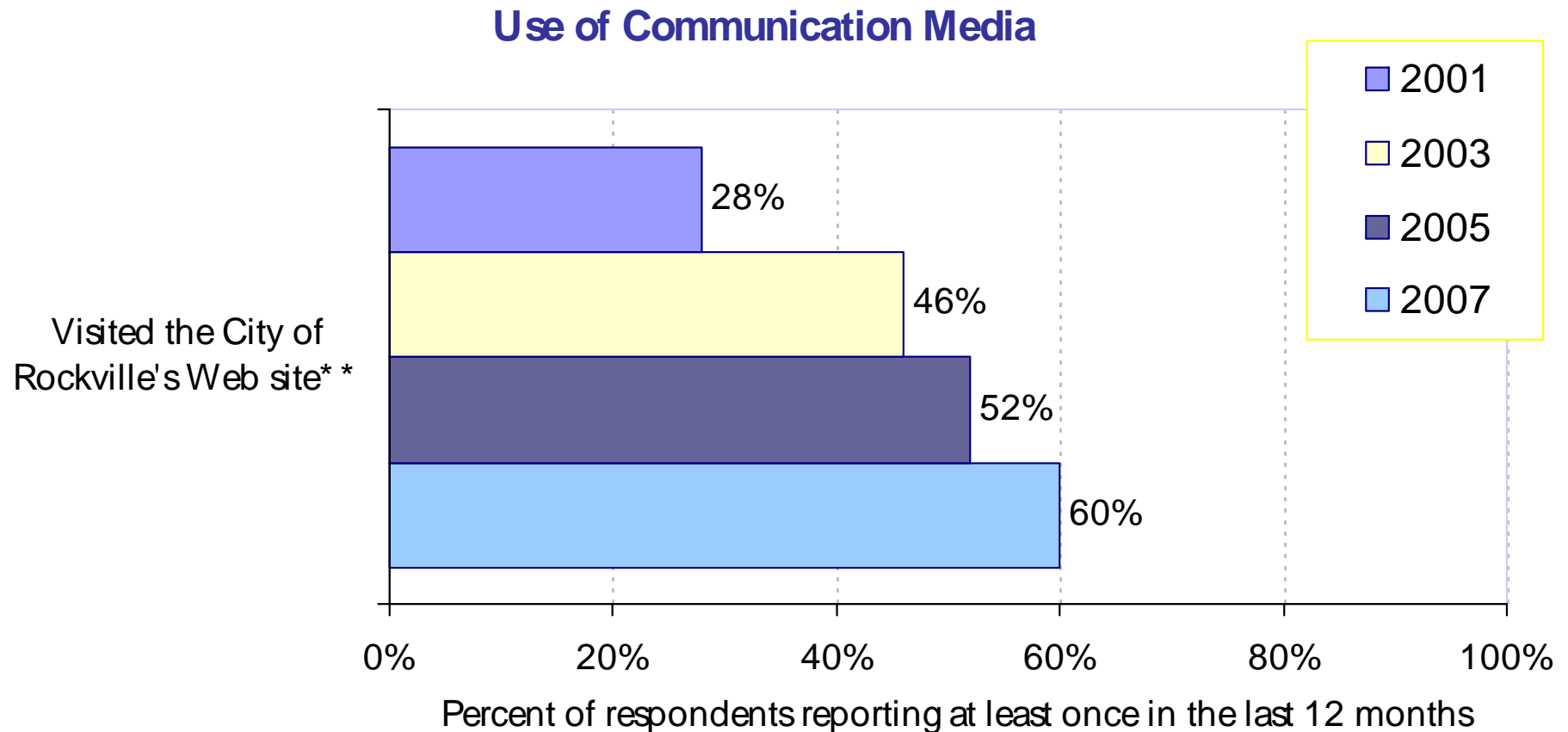
**Note: In 2001, survey respondents were asked about “overall impression” rather than “overall customer service.”*

***Differences between 2007 and 2005 are statistically significant*

Communication and Engagement: Successes

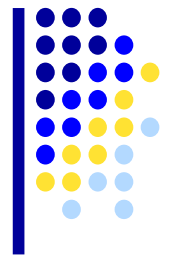


- Web site continues to attract more visitors

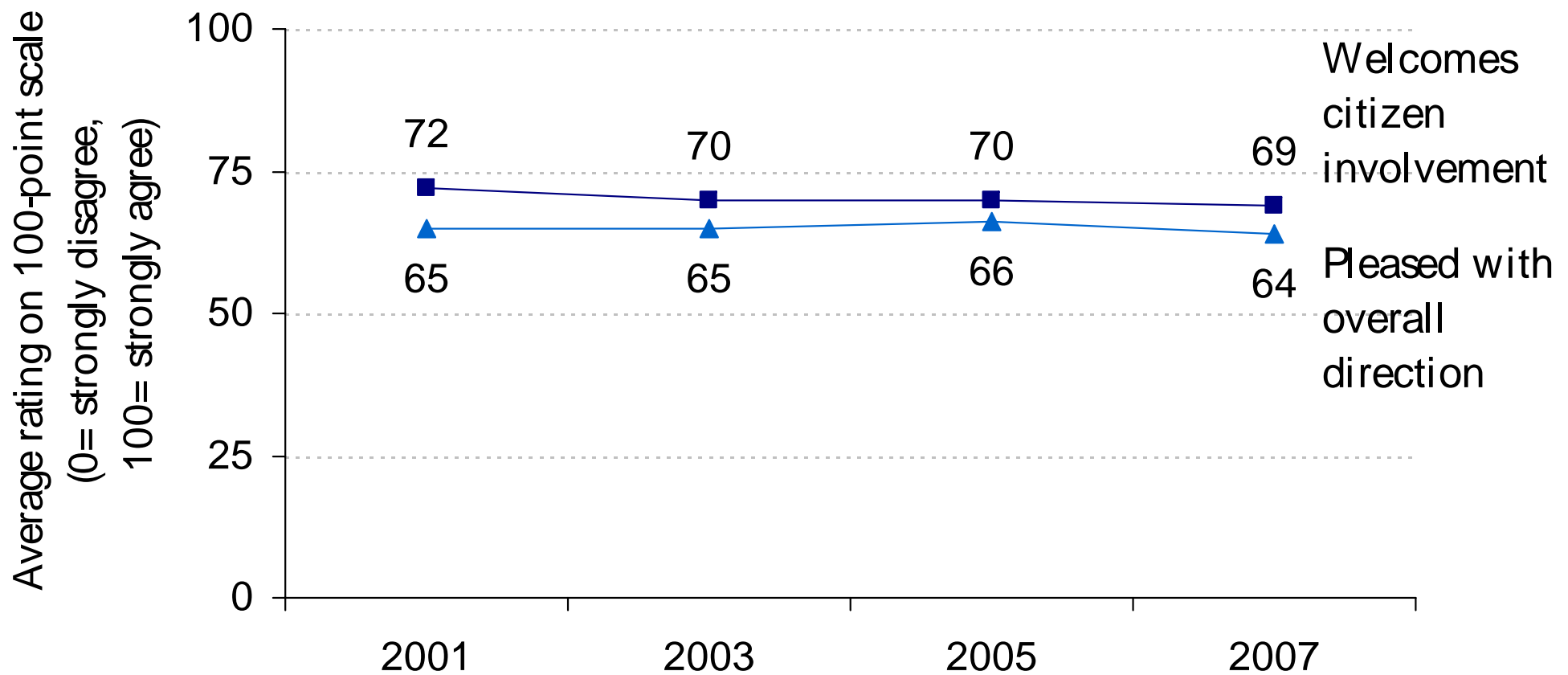


***Differences between 2007 and 2005 are statistically significant*

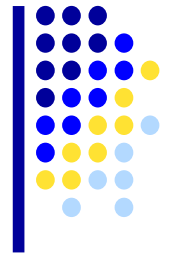
Communication and Engagement: Successes



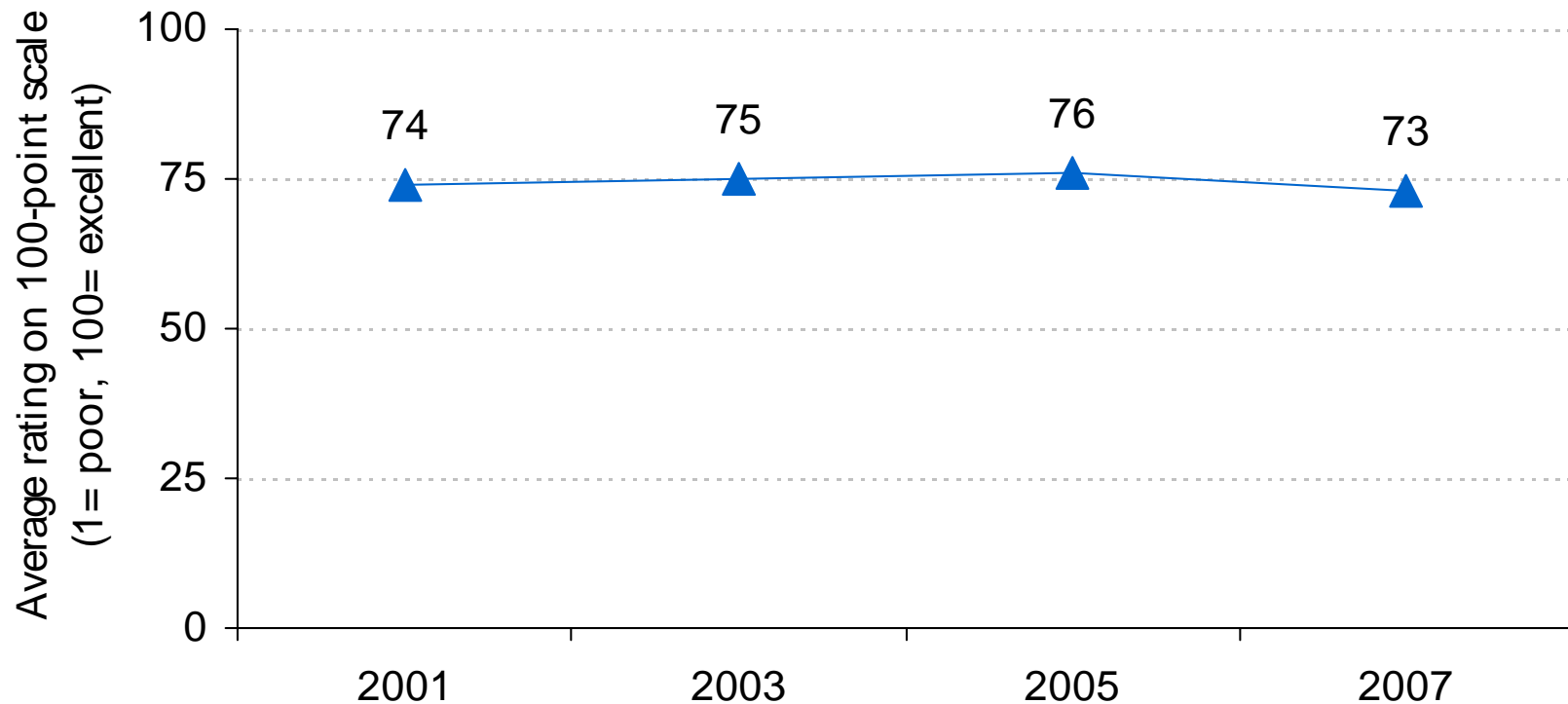
- Respondents continued to indicate a high level of trust in local government



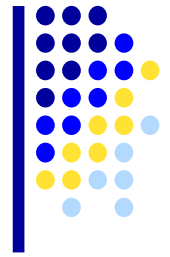
Communication and Engagement: Challenges



- Fewer residents felt employees were courteous in 2007 than in 2005 (76 vs. 73)



Communication and Engagement: Challenges



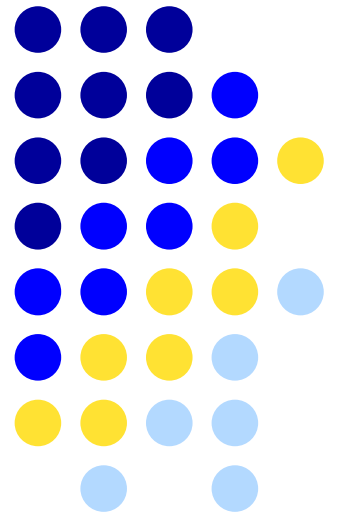
- The most important issues on which the City should focus

What do you think are the three most important issues on which the City should focus?

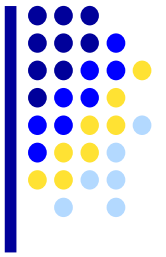
Percent of respondents making a comment

Traffic	39%
Crime/safety	25%
Preservation/redevelopment ideas	26%
Congestion/overdevelopment	19%
Affordable housing	17%
More accessibility/public transportation	16%

An Exceptional Built Environment & Balanced Growth



Environment & Balanced Growth: Successes

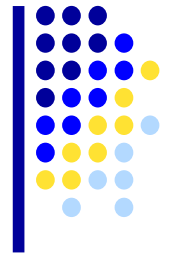


- City appearance very important and above the norm in quality
- Quality of new development important and above the norm in quality
- Overall quality of life slightly declined from 2005, but still above the norm

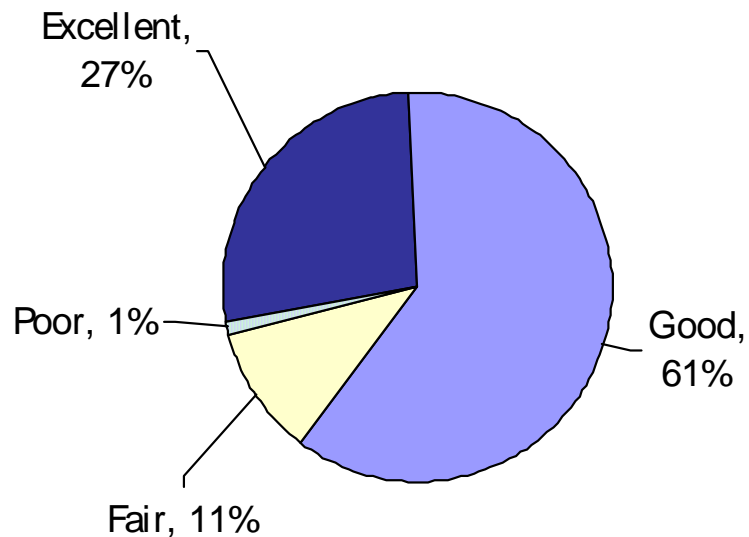
“Thanks for all of the work you do to make this a great place to live!”

“Thanks for keeping Rockville beautiful. I am proud to call it home.”

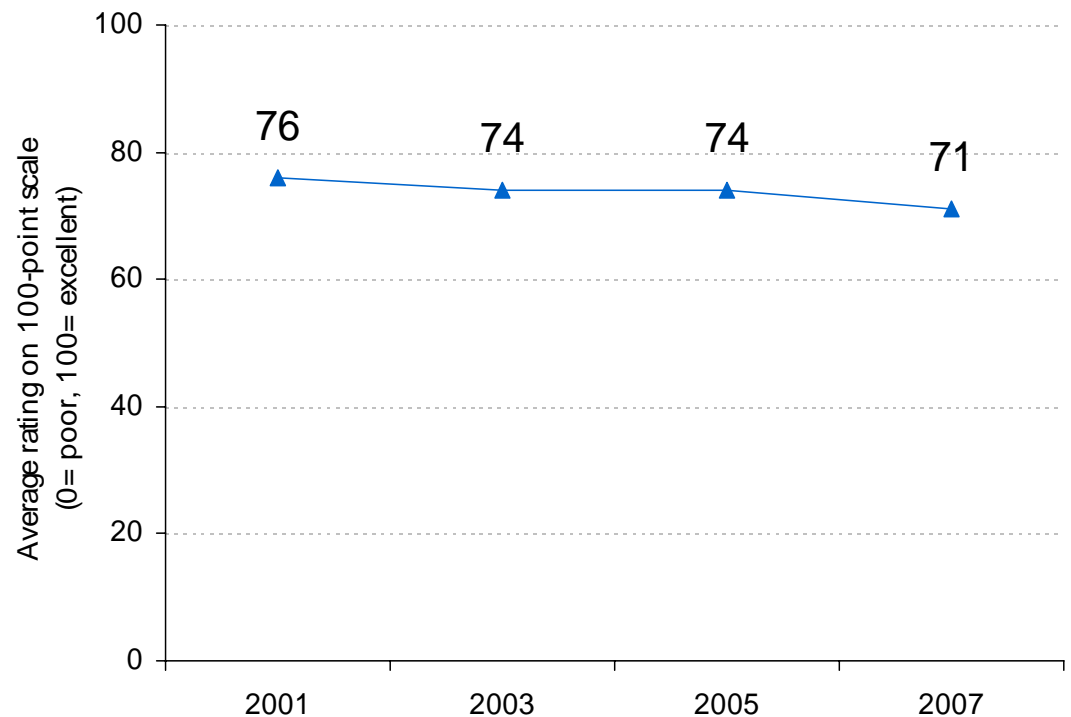
Environment & Balanced Growth: Challenges



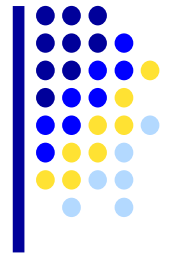
Overall Quality of Life in Rockville



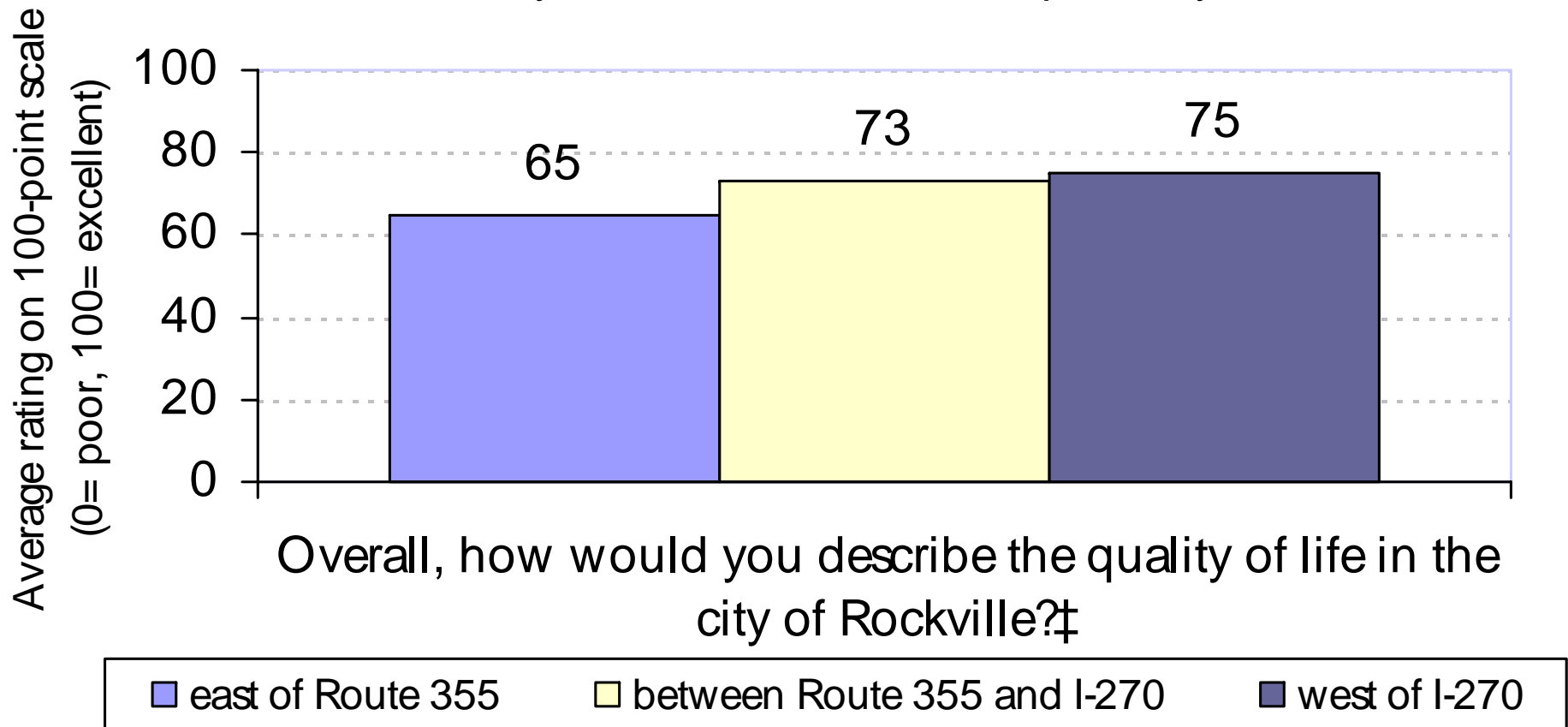
Overall Quality of Life in Rockville 2001-2007



Environment & Balanced Growth: Challenges

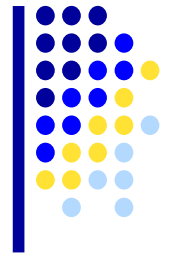


Overall Quality of Life in Rockville Compared by Area

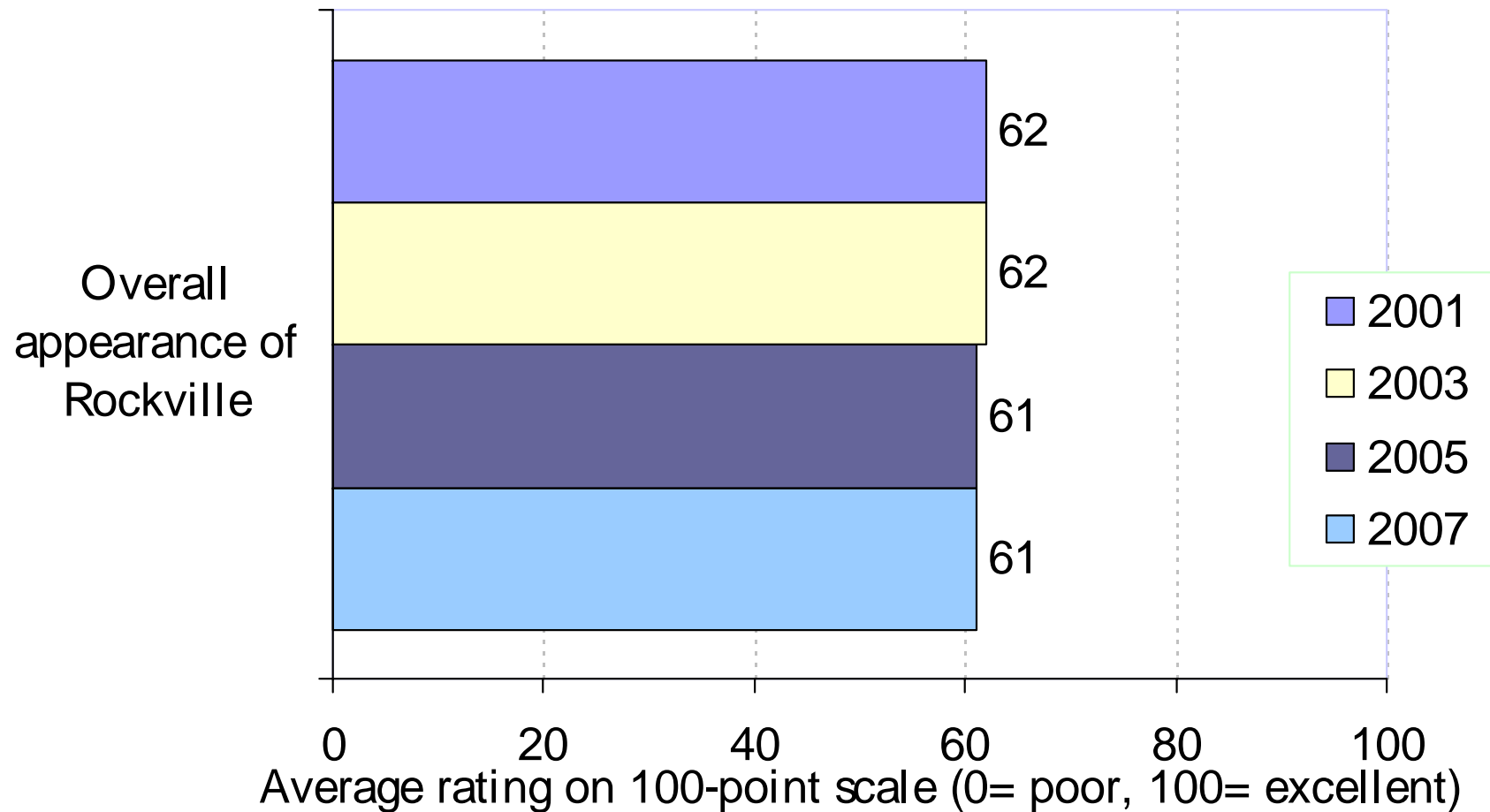


‡Denotes a statistically significant difference between responses given by residents in living in different areas of the city

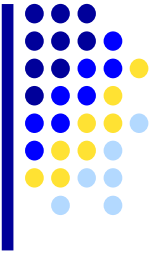
Environment & Balanced Growth: Challenges



Overall Appearance of Rockville 2001-2007



Rockville Compared to the Nation



Rated ABOVE THE NORM and Very High in Importance

(Rated as “Essential” or “Very Important” by 80% or more respondents)

- ★ Overall appearance of Rockville (61)

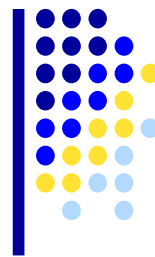


Rated ABOVE THE NORM and High in Importance

(Rated as “Essential” or “Very Important” by 70% to 79% of respondents)

- ★ Appearance of City buildings (69)
- ★ Building permit process (51)
- ★ Quality of new residential development (57)
- ★ Quality of new commercial development (58)

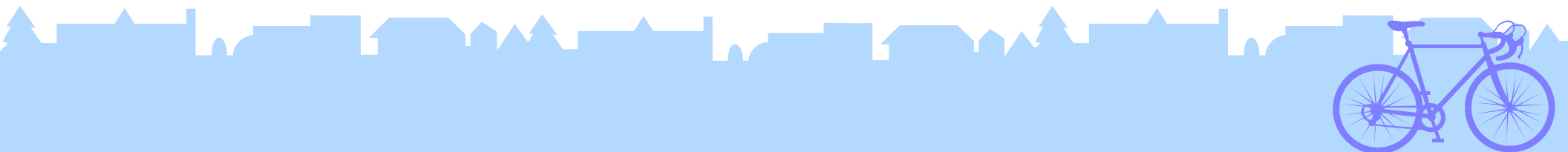
Environment & Balanced Growth: Challenges



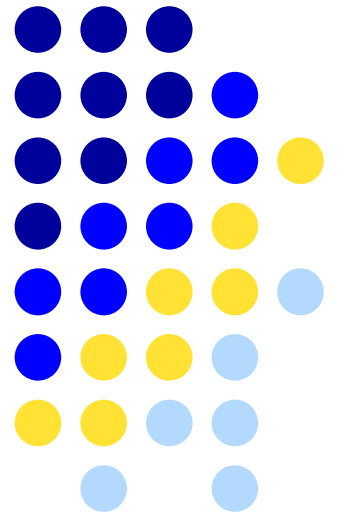
- Pedestrian safety was a concern. Ease of travel by walking (50) and by bicycle (44) were both rated below the norm
- Only nine categories were rated below the norm, but six involved the safety of walking in Rockville and pedestrian travel

“We would like to walk everyday but don't find our streets safe enough.”

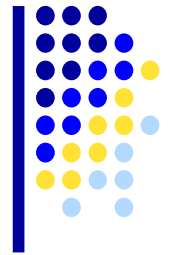
“Building bike lanes on each road would be helpful. I only work 2 miles from home but feel unsafe to ride my bike to work.”



Fiscal Strength & Other City Services



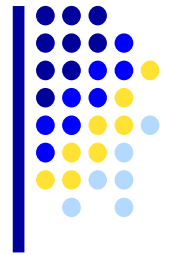
Fiscal Strength & Other Services: Successes



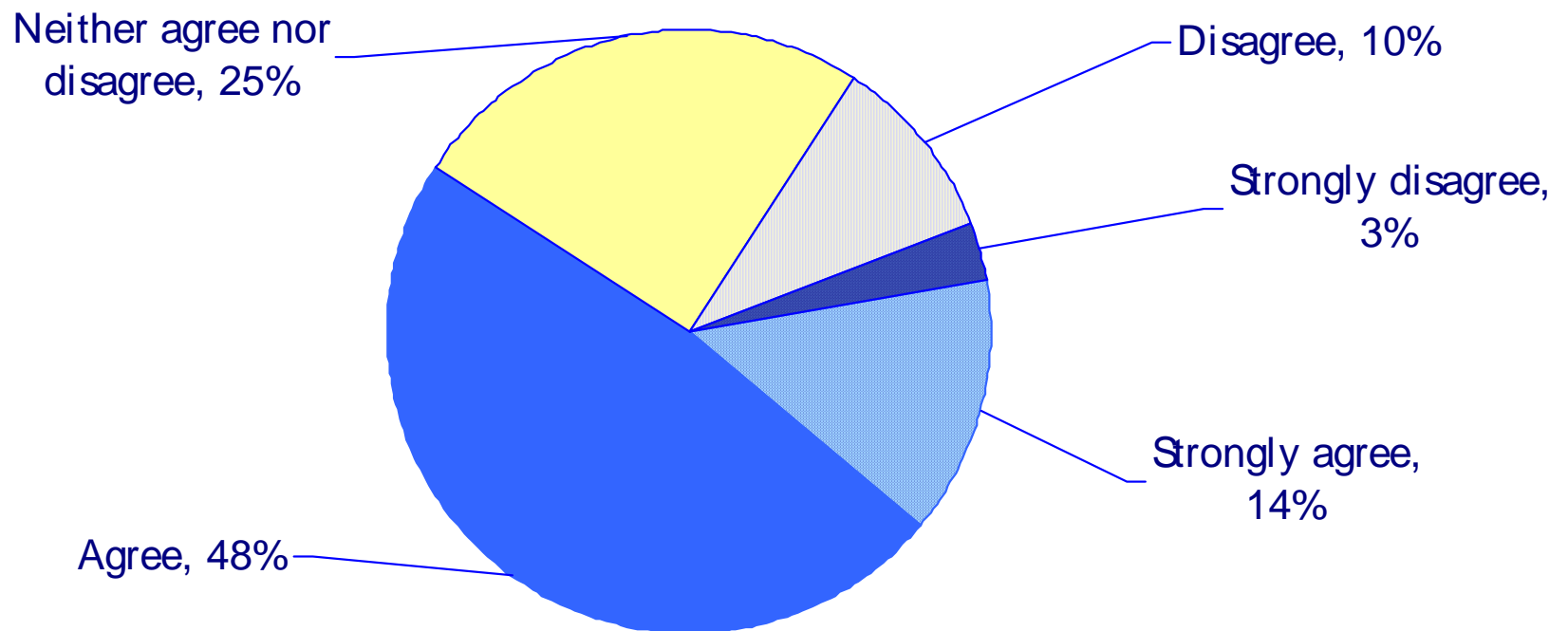
- Good value for taxes paid
- Strong ratings for refuse collection and Senior Center programs and services
- Nearly all services ranking high or very high in importance received ratings above the norm

“While I think I get good value for my tax dollar, I expect government officials to use public funds efficiently and elected officials keep my taxes as low and reasonable as possible.”

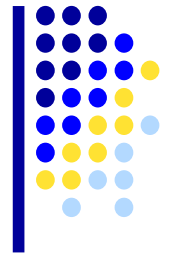
Fiscal Strength & Other Services: Successes



I Receive Good Value for Taxes Paid in Rockville

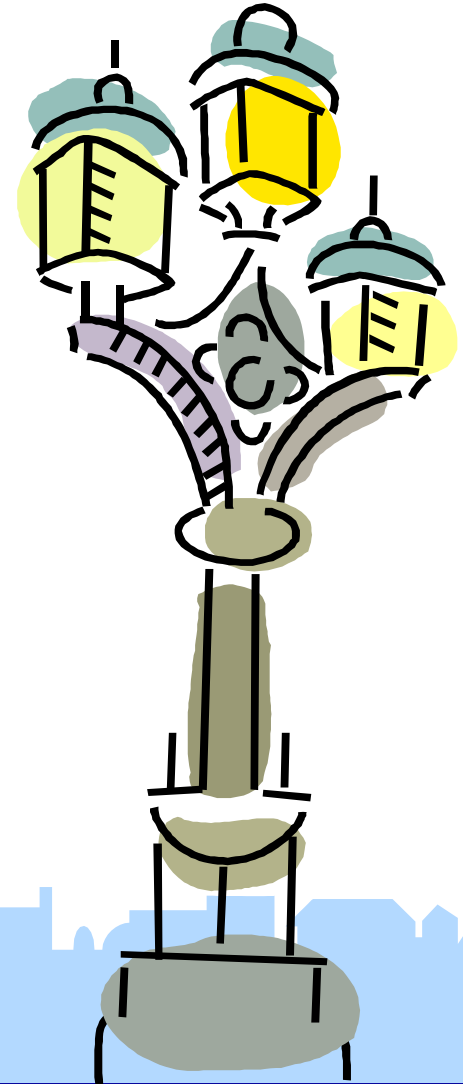


Fiscal Strength & Other Services: Challenges



Street lighting was rated 54 on the 100-point scale, very high in importance and was similar to the norm

“Improved residential street lighting.”



2007 Rockville Citizen Survey

Questions & Answers

